

JAN D. WOOLLEY  
Marketing Representative

April 26, 1985

Dear Mr.

Enclosed is information on recent research conducted by INPUT about which I feel you should be aware.

The market for future generation languages and expert systems is now being defined and tested. INPUT's research will answer your questions regarding these products with current, reliable reports--information you can act on with confidence during your planning or marketing efforts.

To order one or more of these reports, simply fill in the enclosed authorization form and return it to me along with your check or purchase order. If you need more information, please don't hesitate to call me.

Sincerely,

Jan D. Woolley  
Marketing Representative

JDW:jp

Enclosures

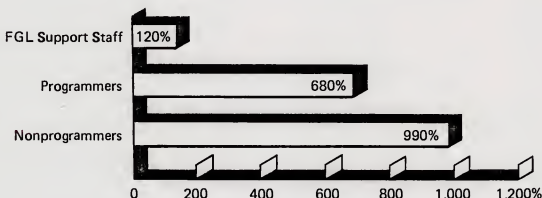


## FUTURE GENERATION LANGUAGES: POTENTIAL AND PITFALLS

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PROJECTED INCREASES IN FGL USE



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- The size of the FGL market and forecasts through 1990
- Perceived strengths and weaknesses of FGLs
- Development and maintenance costs using FGLs
- Who is using FGLs
- Product trends in FGLs
- and more...

For answers to your questions concerning the market for and effectiveness of FGLs call INPUT at (415) 960-3990, or send in the attached authorization form to place your order.



## MARKET REPORTS

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The report defines and describes FGLs, emphasizing the economics of using them for I.S. applications. Finally, strategies are recommended for exploiting the strengths and avoiding the weaknesses of fourth-generation languages. This report contains 162 pages, including 48 exhibits.

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FGA Auth. Form + letters.

PROJECT CODE: MSKT/USKT

DATE: 4/11/85

AUTHOR: JAN WOOLEY

FIRST DRAFT APPROVAL

INITIAL & DATE

(Proofreader)

(Author)

(Program/Project Manager)

(QC Officer)

SECOND DRAFT APPROVAL (if necessary)

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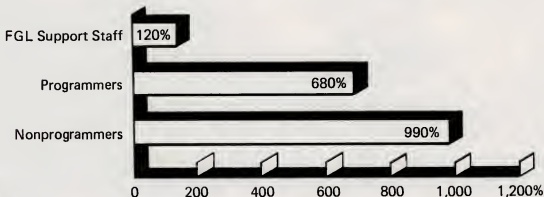


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- and more. . .

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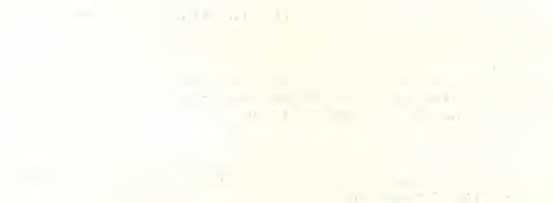


Figure 1. Relationship between the number of fish (N) and the number of fish per unit area (D). The solid line represents the relationship  $D = N/10$  and the dashed line represents the relationship  $D = N/10 + 1$ .



Figure 2. Relationship between the number of fish (N) and the number of fish per unit area (D). The solid line represents the relationship  $D = N/10$  and the dashed line represents the relationship  $D = N/10 + 1$ .

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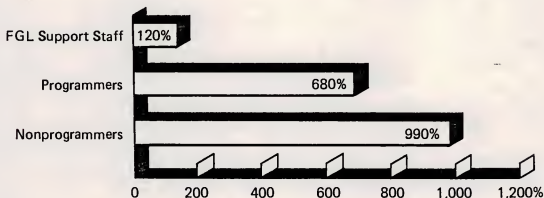


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Director of Computer Services  
VAN GUARD LION  
1810 CRAIG RD. Ste 124  
St. LOUIS, MO 63146

purchased MSFG

Mr. Len Baker  
managing director  
Infolink AUSTRALIA PTY LTD.  
82 Christie St.  
St. Leonards, NSW 2065  
Australia

Dennis Dolan  
Systems Development Officer  
St. Paul Companies  
385 Washington St.  
St. Paul, MN 55016

Steve Gardner  
Product manager





FGL

2

Michael Potter (Wendy Macleod - his asst) purchased MSFG  
President  
COGNOS, INC.  
275 Slater St.  
10th floor  
OTTOWA, ONT. K1P5H9

Chris Glon  
Sysorex  
10590 N. Tantau  
Cupertino, CA 95014  
408/996-9363 x271

purch. VFGL

Bill Sweitzer, Selma Zinker  
~~Selma~~ Info. Ctr. Mgrs.  
Tandem

19333 Vallec Pkwy.  
Cupertino, CA 95014

purchased MSFG

Nathalie Richards  
Librarian, Investment Div.  
Canada Life  
330 University Ave.  
Toronto, ONT M5G 1R8



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Arnold Cantrell  
Group VP  
Reynolds & Reynolds  
129 Ludlow St.  
Dayton, OH 45401  
513/449-4384

bought MSFG

Maria Smith  
VP marketing  
UCCEL  
UCCEL Tower  
Exchange Park  
Dallas, TX 75235  
214/353-7546

bought MSFG

Jess Marzak  
General Partner  
Paragon Partners  
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Bldg. 4, Ste. 130  
Menlo Park, CA 94025  
415/854-8000

bought MSFG



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San Jose, CA 95129  
408/554-8121

bought NSF

Linda Allpin  
Dir., Financial Planning  
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408/746-6431

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President  
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FGL 6

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R.M. Wetherell  
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Chicago, IL 60684



FGL7

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② Ronald Deiss  
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Overland Park, KS 66207  
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(from OIF's)

FGL8

Craig Painter  
Director, MIS  
Alpha Beta  
777 S. Harbor Blvd.  
La Habra, CA 90631  
714/738-2000

(also info. center '85 prospect)

~~Quinn~~ SYLVIA DeCHRISTOPHER (for GREG SMITH)  
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Robert A. Burton  
Dir. of Mktg.  
Motorola  
1303 E. Algonquin Rd.  
Schaumburg, IL 60176



(from Olf<sup>2</sup>)

FGL 9

Dennis Stehlik  
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709 Enterprise Dr.  
Oak Brook, IL 60521

Laurie Foster  
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S.F. CA 94111  
415/788-7888 x471

Roselyn Romberg  
mgr. product marketing  
SORCIM CORP.  
2310 LUNDY Ave  
S.J. CA 95131  
408/942-1727

bought UVSW 83  
SW productivity tools

DOUG SPEER  
Advanced Planning Mgr. < Los Angeles Times  
Times Mirror Square  
Info. Systems Dept.  
LA CA 90053





FGL 10

Xerox Computer Services  
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Mgr. Marketing Services  
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M-SFG  
mmdm by Mark Haskell

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Dir. of Marketing  
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Denver, CO. 80222  
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UVSW

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FGL 11

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Chicago, IL 60601

312/861-5777

Mr. W.A. Reid  
Finance and



FGL #17

Ms. Nancy Mohler  
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~~St~~ David Mahadevan  
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pls. add to my  
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24  
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